

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

AD#408-D3 REQ#M53543 "BEACH" PAGE 4/C BLEED (5-5/8" x 7-3/4") TV GUIDE, 1997



**Basic**  
FILTERS

20 CLASS A CIGARETTES

**Keep it Basic**  
Tastes Good. Costs Less.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

© 1997 LEO BURNETT U.S.A.  
16 mg "tar," 1.1 mg nicotine  
av. per cigarette by FTC method.



\*2061036232\*

F. PARKE/J. SCHMIDT/B. LAI/A. KENNAUGH